Subject: Fwd: Gallup Research Assessment of 2016 LA Fleet Week [public event]
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 03/20/2017 04:40 PM
To: Andy Pham <apham@sanpedrobid.com>

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---------- Forwarded message ----------
From: **Baker, Arley** <ABaker@portla.org>
Date: Mon, Mar 20, 2017 at 11:10 AM
Subject: Gallup Research Assessment of 2016 LA Fleet Week [public event]
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Good morning Ladies and Gentlemen,

As key supporters and/or contributors to our inaugural LA Fleet Week last September, I wanted to share with you some of the results of a presentation that Gallup Research provided during a first-ever “Fleet Week Summit” organized last Wednesday at 3rd Fleet HQ in San Diego. This was the only Fleet Week market assessment presented to the group, which included organizers from Seattle, Portland, San Francisco, LA and San Diego.

According to Gallup, which has worked as a contractor to assess Navy Week and Fleet Week events across the country since at least 2010-2011, the public engagement levels and positive perceptions of the LA Fleet Week event -- and the Navy overall, as a result of the event -- were unprecedented. Among other things, the presenter from Gallup said, “We have never seen numbers like this.”

I wanted to share these results with you because you were instrumental in the overwhelming success of this event. Please feel free to share this information with your colleagues and certainly let me know if you have any questions whatsoever.

Congratulations and thank you for all your support and contributions to LA Fleet Week.

Regards,

ab

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Senior Director

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Attachments:

2016 Gallup LA Fleet Week Assessment ABBRIDGED.pdf 1.2 MB